

Grove CID Marketing Committee Meeting Minutes

August 7, 2017 11:40am

at 4512 Manchester Avenue, St. Louis, MO 63110

Committee members in attendance: Ashley Troutman, Guy Slay, Patrick Barry

Committee members not in attendance: Chip Schloss, Sheryl Myers, Eric Outlaw, Jason Sparks, Billy Thompson

Others in attendance: Gelinda Connell, Matt Femmer

1. Introductions:

Members introduced themselves and Gelinda Connell noted the members that were not in attendance.

2. Open Committee Seat:

Committee members made suggestions to fill the committee seat left open by the resignation of Scott Swanston. Suggestions included Rick & Elisa Lewis from Grace Meat & Three.

3. Budget:

G. Connell reported that there is currently \$19,959 available in the budget for FY 2017-18, partly because of a budget surplus from FY 2016-17. \$2400 of this is reserved for the DO314 calendar, and \$4200 is reserved for repainting signal boxes, leaving \$13,359 to invest in other marketing for FY 2017-18.

4. Existing Projects:

- a. **RFT Advertising Campaign:** G. Connell spoke about the \$45/week advertising campaign in the RFT, which reserves a page in the RFT for Grove businesses. The committee agreed that the RFT ad campaign is likely not the most effective use of marketing funds, and decided to inform Grove businesses that the CID plans to cancel the RFT ad campaign unless there are objections. The group discussed other means of advertising, through alternative print outlets and online.
- b. **DO314:** The committee briefly reviewed the DO314 marketing campaign as covered in the June 2017 meeting.
- c. **Signal Boxes:** G. Connell reviewed the issue of repainting out of date signal boxes in the CID. The artist updating the signal boxes, Grace Hammond, has agreed to repaint four of them for \$4200 total. The committee brainstormed concepts for the new signal box paintings. The group decided that the paintings should represent the ideas of independent businesses/entrepreneurs, connection, creativity, and diversity. Specific concepts included geometric prisms in rainbow colors, a Grove day/night themed landscape, and concepts that represent food, drink, and retail locations in the Grove.

- d. **New Photography Campaign:** G. Connell gave an update about the new photography campaign with Ed Aller. There is need for a photography update because of a great deal of new businesses that have recently opened in the Grove, as well as older businesses that have new signage. The photographer has offered to update photography on these locations for \$250, and G. Connell said the CID could allow for \$500 total for photography.

- e. **New Project Ideas:**
 - i. **Placing Editorials in Print Publications:** P. Barry spoke about placing editorial articles in print outlets. G. Connell asked the committee what types of publications they would like to place editorials in. P. Barry suggested meeting with representatives from different STL publications and presenting the Grove CID as a resource for them to interface with what's happening in the Grove. G. Slay spoke about making sure to get the Park Central story out as well, for fundraising and other purposes.

 - ii. **New Video Campaign:** G. Connell spoke about creating a series of videos to use in marketing the Grove. She said that the committee needs to have a good idea of the scope and goals of the video project before approaching videographers about it. A. Troutman spoke about needing to know the length of the videos and where they would go (e.g. for social media) and suggested doing several videos, each focusing on one aspect of the Grove such as food, drinking, or shopping. G. Connell suggested having the videos be an advertisement for all of the things to do in the Grove. The committee discussed potential video concepts such as "why the Grove?", "What do you do in the Grove?", daytime/nighttime in the Grove, and living/working in the Grove. P. Barry estimated that the video campaign would likely cost between \$5000-\$10,000. P. Barry also suggested using the videography service to collect some B-roll for future marketing efforts.

5. Adjournment:

The meeting adjourned at 12:53 pm.